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62.61 1910
REFERENCES.—Monroe County Savings Bank, Rochester, N. Y., Rochester Trust and Safe Deposit Co.

Potatoes Grown Especially for Seed.

Reports from many customers agree, saying our Seed Potatoes come surer, make stronger plants and stand bad weather better, so make heavier crops than seed from any other place planted along side. Try them and see for yourself. Best Seed is Cheapest in the long run.

CHAS. W. FORD & CO.,

Our Freight Office, Express Office and Money Order Post Office is at

FISHERS, ONTARIO COUNTY, N. Y.

Show this to your neighbors and ask them to send with you for the very best seed potatoes.

We have a large supply, good true stock. Order now with cash to secure the best, to be shipped whenever you direct, soon as weather favors. Please give explicit orders for shipping. We deliver in good order on cars, when our responsibility ceases; transportation charges in all cases paid by the purchaser, except small packages, by mail. Be sure your order gives name of your County, Station and Railroad.

CHANGE OF SEED OFTEN DOUBLES THE YIELD. BUY EARLY AND GET THE BEST. ORDER NOW, BEST KINDS AT FAIR PRICES FOR EARLY-SPRING SHIPMENT.



GOOD NEWS. A seed ball from White Star produced this healthy, vigorous seedling, yielding very heavy crops of smooth, bright, handsome potatoes with light pink skin like Early Rose, and pure white flesh, yet a faint trace of pink is very rarely found. The above cut, fairly shows its form and eyes, which are well developed and strong. Although early, it keeps well, then puts out vigorous healthy shoots. Produces heavy crops early and of excellent quality. Try it. Per sack \$3.00.

M. H. Miller, Barbertown, O., says he raised 70 bushels excellent cookers from one barrel Good News.

EARLY HARVEST. This beautiful, early potato is a heavy yielder for an early variety, good size, roundish oblong, white. Good for the market garden. Per sack \$2.65



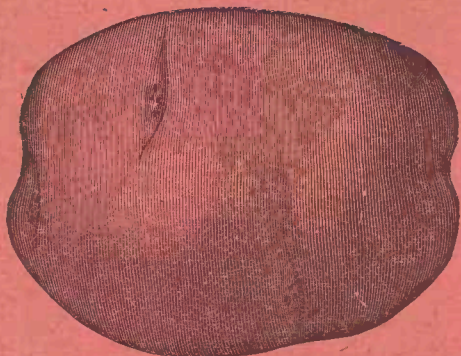
EARLY OHIO. Is highly prized by market gardeners, because extra early. The supply is never equal to the demand. Orders should come early to secure good, true stock pure and true. Per sack \$2.90.

OHIO JUNIOR. Although a chance seedling, is no doubt related to that good old sort, the Early Ohio, as it is almost identical with that variety in form, color, habit of growth, etc.; probably only instance where the "Ohio" has been reproduced from seed ball. Tubers are oval oblong, round at the seed end, with full eyes. It is an excellent keeper, of fine quality—a valuable extra early sort. It may be called an Early Ohio of new blood. Per bbl. \$3.00.

RELiance, new seedling, large, white, vigorous, healthy, productive, good	3 00	2 60
ROCHESTER ROSE, plump, round to long, very productive	2 75	2 40
ROSE OF ERIN, new, oblong, red, smooth and very productive	2 75	2 50
RURAL NEW YORKER No 2, very popular, handsome, heavy yielder, sells top of market	1 90	1 50
SIR WALTER RALEIGH, new, large, smooth, oblong, white, heavy yielder	2 00	1 50
STATE OF MAINE, mid-season, large, white, numerous, good for home and market	2 50	2 20
STUMP THE WORLD, new, big, white, immense yielder, good keeper, fine quality always	2 50	2 20
STRAY BEAUTY, very early, round handsome red, good for garden, good keepers	3 00	2 75
THOROUGHRED, medium early, long, pink, heavy yielder, good quality	2 75	2 25
TWENTIETH CENTURY, round, white, fine quality and very productive, late, blight proof	2 40	3 20
UNCLE GIDEON'S QUICK LUNCH, new seedling, very early, roundish, excellent	3 50	3 15
UNCLE SAM, new, smooth, white, oval, productive, handsome, good for late spring use	2 40	2 20
VERMONT GOLD COIN, Burpee says, best of all for main crop	2 50	2 25
WHITE STAR, long productive, white potato, resembling Burbank closely, good always	2 75	2 50
WHITE ELEPHANT, heavy yielder like Hebron, always good quality	2 75	2 50
WHITE FLYER, new, mid-season, large, smooth, very productive	3 00	1 00
WHITE BLISS, extra early, smooth, round white	3 60	3 25
WHITE ROSE, new, long, white, heavy yielder, good	3 75	3 50
WHITON'S WHITE MAMMOTH, new, healthy, round		
WILSON'S 1ST CHOICE, long, large, white productive		
WORLD, WONDER, very productive, large, smooth		

The Foundation of our Trade is the Good Will of Satisfied Customers.

Our Potatoes Won Gold Medal at Pan American and St. Louis.



IRISH COBBLER is reliable for extra early. In our trials it ripens uniformly early, 35 plants one foot apart in row, yielded 42 pounds bright, smooth, cream-white IRISH COBBLER of excellent quality and with exactly the same treatment along side the Early Ohio yielded 26½ pounds a few days later; still later came Early Hebron yielding 27 pounds; King of Roses yielded 42½ pounds, two weeks later than COBBLER. In our trial of 85 varieties IRISH COBBLER yielded much better than any other extra early sort. Keeps well until spring, its sprouts are strong and healthy. Considering earliness, yield, fine quality and handsome appearance, IRISH COBBLER is a very desirable extra early kind, ripening good crops while prices so high city gardeners sell so nearly all, the few Cobblers left command very high prices for seed. Numerous reports prove IRISH COBBLER to be gaining vigor here. One grower reports that he grew 335 bushels per acre. Another says he had an acre which grew 412½ bushels IRISH COBBLERS. This is the kind to plant in order to have a good crop before your neighbors. Per sack \$3.60.

BOVEE. New, early oblong, smooth, pink and white. Good yielder, of fine quality. Per sack \$3.00.

QUICK CROP. An early potato similar to New Queen. It has made heavy crops for such an early variety and we recommend it. Per sack \$2.75.

EARLY FORTUNE. A good one for the garden, early, productive, fine quality, shape and color like Early Rose, except that on some soils white blotches appear between pink. Per sack \$2.80.

ASTONISHER. This new extra early potato is the heaviest yielder of all the long white extra earlies. It is fine quality, a vigorous grower, making large spreading vines. Sets numerous potatoes which grow to be large in good potato soil with good cultivation. This is a good one but not quite so early as Irish Cobbler, Six Weeks and Hustler. Per sack \$2.85.

CROWN JEWEL. A productive early sort of superior quality, resembling Beauty of Hebron. Order early as stock is limited. Per sack \$3.00.

EARLY PURITAN. Peter Henderson introduced it with very high recommendations. Tubers are white, smooth, and grow close together in the hill. It is a good yielder of excellent quality. The more we see of it the better we like it. Per sack \$3.00.

EARLY MARKET. Especially recommended for early marketing, because it is extra early and fine quality. Per sack \$2.75.

DAKOTA RED. Mid-season, very hardy, called blight proof, very productive, good late keeper, white flesh. Per bbl., sack \$3.50.

MANISTEE IMPROVED. Early, pink, large, oblong, white flesh. Plants large, vigorous, healthy, making heavy crops of finest quality. Per bbl. sack \$3.00

WHITE ROSE. Introducers claim it to be the best early variety. Good cropper of fine quality, smooth, white and handsome. Per sack \$2.75.

EARLY NORTHER. Like Early Rose. A good yielder of fine quality. Per sack \$2.90.

HARMONY. Medium early, good keeper, good quality, dark pink, round to long, flattened, strong, rapid grower, free of blight, yields heavy crops close together in the hill. Lynn Kipp reports 142 barrels nice HARMONY off two acres. Per sack \$2.60.

MILLION DOLLAR. New, mid-season, round to oblong, smooth and handsome. This healthy, vigorous grower, resembles Carman in color and shape, and sets more to the hill, making very heavy crops of medium to large potatoes, which should command top prices in market because of its fine appearance and quality. Per sack \$2.25.

KING OF THE EARLIES. Very Early light pink, oblong, good yielder, of fine quality, and handsome appearance. Per sack \$3.00.

NEW QUEEN. A friend got a few from us, and sold a good crop at high prices early in July. He spread the little ones in an out house where the eyes were found starting after about two weeks, so he planted them August 1st, and though the weather continued dry, he harvested a good second crop in October. It seems very early. Per sack \$2.75

KING OF THE ROSES. We thoroughly, tested this new seedling on many different soils, and found it to withstand sudden wide changes of weather, wet and dry, remarkably well. It produces much heavier crops of fine, large, handsome tubers of excellent quality, than any other of the true Rose family, ripening with Early Rose. It is a strong, rapid grower, standing up well during season of cultivation and when fully developed the vines cover the ground. Tubers large, oblong, pink like Early Rose. It is one of the best. Per sack \$3.00.

MAGGIE MURPHY. Mid-season, produces nice large potatoes on light soil, too poor for other kinds. Some of this variety grew so large that it took but \$0 to fill a ½ bushel basket. The tubers are oval, skin light pink, flesh white. Per sack \$2.75.

ENQUIRER. New, light pink. This grand, medium early kind seems like a good cross between Rose and Maggie Murphy. It grows a good, large, upright, bright green vine, and sets enough to make heavy crops of large potatoes, which look somewhat like Choice Rose but larger, thicker through. It is longer and sets more to the hill than either Maggie Murphy or Carman, making heavier crops of bright, handsome tubers, good keepers of excellent quality. Per bbl. sack \$3.00.

AMERICAN WONDER. A medium variety that has yielded heavy crops here. It is long, smooth, flattish; white, slightly russety; quality excellent. Per sack \$2.50.

EMPIRE STATE. Is a true seedling from White Elephant, which it resembles closely in foliage and manner of growth. Tubers are white and smooth. Some have a small pink blotch on seed end. Perhaps this potato may produce valuable sports; we hope it may. Per sack \$2.50.

We Recommend Especially Irish Cobbler, Ohio Junior, Early Ohio, Norton Beauty, Astonsheer, Hustler, Early Six Weeks Bovee, and Harvest for extra early, Good News, King of the Roses, Mountrose, Thoroughbred and Manistee, for early. Uncle Sam, Green Mountain, Norcross, Rell, and Bully Boy, for medium. Sir Walter Raleigh, Carman, Stump the World, Longfellow, Endurance and Mountain Wonder, for late.

IONIA SEEDLING. Mid-season, new, from seed-ball of the Carman family but comes up several days sooner, and rapidly makes rugged vines well stocked with bright green leaves like true State of Maine. Ionia Seedling is round to oblong, white skin slightly russet, flesh white and of good quality. It sets a goodly number and they run so large as to fill many baskets and make very profitable crops which keep well, sell well and cook well. Per sack \$2.50.

ENDURANCE. Late, new seed-ball of Green Mountain, so vigorous and healthy it stands both wet and dry weather so remarkably well that farmers that have grown it say it has never blighted yet and claim it to be blight proof. Vines erect, strong and cover the ground well. It sets a good many to the hill, mostly large, bright, smooth white and handsome, with shallow eyes. A good productive late keeper of superior quality. Per sack \$2.50.

STUMP THE WORLD. This new seedling in line with the Rural New Yorker, and Carman, out yields them all. It closely resembles Carman No. 1, but tubers are more rugged (larger). Finding BIG NICE ones make the boys laugh and relieves the toil of picking up bushel after bushel without moving baskets. A good late keeper of excellent quality. Per sack \$2.50.

VERMONT GOLD COIN. Burpee says: "It is the hardiest, most productive, best quality of all potatoes. Best for main crop." E. L. Coy says: "Very best potato in existence." Per sack \$2.50.

WHITE FLYER. Mid-season. New, large smooth, white with few eyes; eyes shallow; very productive, has yielded heavy crops here. Per sack \$2.00.

CARMAN SEEDLING. Farmers who grow it say it yields more than either Green Mountain, Carman or Rural N. Y. Looks like Carman, smooth, handsome, new, healthy, vigorous. Per sack \$2.40.

ENORMOUS. Said to have yielded 604 bushels on a measured acre, 1,599 bushels on 3 acres the next season, vines large, stout, crop remarkable potatoes very large, white, late. Per sack \$2.50.

GREEN MOUNTAIN IMPROVED. Stands bad weather better than other kinds. Makes very heavy crops. Vines strong and vigorous; tubers white, smooth and large. A good keeper of excellent quality. Per sack \$2.40.

UNCLE SAM. Mid-season; roundish flattened, smooth, white, heavy yielder, good keeper, of excellent quality. Per sack \$2.40.

BULLY BOY. Is a strong grower, yielding immensely, large, white, round to long tubers, slightly flattened, somewhat like Rural New Yorker but vine is better and more tubers to the hill; nearly all marketable size; quality fine. Per sack \$2.75.

PRIDE OF THE EAST. New, mid-season, somewhat like grand old Mammoth Pearl, very hardy. A very heavy yielder, smooth, large, white, roundish, good, late keeper. Per sack \$2.60.

NORCROSS. Medium late, large, flat, short, oblong, like Green Mountain, heavy yielder, fine quality, white. Per sack \$2.50.

Reference from the Monroe County Savings Bank of Rochester reads thus: "Chas. W. Ford & Co. are perfectly reliable; what they say they will do. That seems good enough." Chas. P. Riegel, Montgomery Co., Pa.

ISLE OF JERSEY. New, medium, late. Is large, healthy, spreading vines fill the rows when fully grown. It sets well and makes heavy crops which keep well for late spring use. Short, oblong, slightly flattened and inclined to be wedge-shaped. Bright, smooth, white, handsome and of finest quality. Per sack \$2.25.

NORKING. Medium; oval-oblong, large, white and handsome, with just about enough eyes which are nearly even with the surface. Its vigorous, healthy, upright vines branch near the ground and soon fill the rows. Yields heavy crops as good as either Burbank, Elephant or White Star ever was; excellent quality boiled, baked or mashed and keeps well late in the spring. Per sack \$2.50.

CARMAN NO. 1 followed Rural New Yorker, being a seedling in that line. Farmers are well pleased with its great crops, large white potatoes of such high quality that housekeepers ask for it. Per sack \$2.40.

CARMAN NO. 3. Neighbors examining first we got said: "Just like Rural New Yorker." Later vine and bloom purple like Rural. What fools to pay \$26 per bbl. for such seed. Of course Rurals and Carman No. 1, made big crops but No. 3, yielding fully $\frac{1}{2}$ more just as handsome, made up for the higher priced seed. Per sack \$1.90.

SIR WALTER RALEIGH. A new seedling of Rural New Yorker that is better than its parent, which it closely resembles, but is later and more uniform in shape and size. Almost every one marketable. When first offered we bought a barrel of Peter Henderson & Co., who say it is best of its type; the whitest flesh and finest grained. From the barrel we got a big yield, too valuable to eat. We trust they may prove nearly as good quality as Good News and Irish Cobbler. Per sack \$2.00.

RURAL NEW YORKER. Mid-season; large, smooth, heavy yielder. Their handsome appearance command top prices. Per sack \$1.90.

AMERICAN GIANT. A late sort of great value. Tubers are very large, long, smooth and white. In market it will be classed with White Star. Yields much heavier crops than Star. It has remarkable vigor resisting both blight and drouth. Nearly every tuber is of marketable size, and it keeps well for spring use without sprouting. Per sack \$2.00.

PROSPERITY. Claimed by introducers to be the most profitable medium potato in existence, very large, roundish, white, smooth, handsome and good keeps plump and sound late. Vines dark colored, rugged and healthy. Per sack \$2.10.

TWENTIETH CENTURY. New, late, round, white, very productive, smooth and handsome. A good late keeper of fine quality. Originated from seed-ball by Jacob Heech. He and his neighbors who have grown it say it has never been known to blight. Per sack \$2.40.

Charles W. Ford, Fishers, N. Y. "Received those potatoes today and am well pleased with them."
H. A. Stower, Springs, Pa.

GOOD CHANCE to try new kinds. About 1 lb. (4 good potatoes) each of 60 kinds, your selection from our list, packed and on cars, \$6.00; 15 kinds each, or 12 kinds, 15 lb each, packed and on cars, \$6.00.

IT WILL PAY YOU to get Northern Seed, true to name, direct from grower. Three pounds by mail post paid, \$1.00 or 20 pounds by express or freight, your selection from above list, \$3.00 or \$2.50 if packed in barrels purchased at same time, then shipped as freight.

JANUARY 1, 1910. FULL 165 POUNDS IN EACH SACK.

For convenience of customers we can pack their potatoes in sacks or barrels of any reasonable size. Seedsmen generally bargain for full 165 pounds weighed into each barrel or sack. Same quantity in sack costs 25 cents less than in barrel. Seems a good time to buy the very best Seed Potatoes. Ask for special cash-with-order prices on three or more sacks or barrels stating quantities and kinds wanted. Prices subject to change without notice.

Prices now about as follows for spring shipment. They may be higher soon.

	Per Sack	2nd Size Per Sack
ADIRONDACK OR WORLD'S FAIR, new, mid-season, white, a very popular variety	2 40	2 20
AMERICAN GIANT, long, white, smooth, handsome, a great yielder, good for late market.	2 00	1 80
AMERICAN WONDER, long, white, very fine quality, heavy yielder	2 50	2 25
BEAUTY OF HEBRON, one of the best for the garden, good all year round	2 80	2 40
BOVER, new, very early, smooth, excellent quality, good yielder	3 30	2 50
BLISS' TRIUMPH, red, extra early, round, bright red, good for garden	3 00	2 75
BULLY BOY, large, white, round to long, slightly flattened, good quality, heavy yielder	2 75	2 25
BURPEE'S EXTRA EARLY, early, a choice variety for the garden	2 75	2 50
CARMAN No. 1, mid-season, large, oblong, white, heavy yielder, of excellent quality	2 40	2 20
CARMAN No. 3, new, late, white, heavy yielder, resembling Rural New Yorker, good	1 90	1 50
CARMAN SEEDLING, new, roundish, white, mid-season, good quality, heavy yielder	2 40	2 25
COUNTRY GENTLEMAN, new, heavy yielder, resembling Late Hebron, but earlier	2 50	2 25
CROWN JEWEL, early, long, smooth, resembling Beauty of Hebron, very fine quality	3 00	2 50
CLARK'S No. 1, good for either garden or field culture, like Early Rose	2 75	2 25
DAKOTA RED, mid-season, hardy, heavy yielder of splendid quality.	2 50	2 30
DELAWARE, medium early, large, slightly flattened, heavy yielder, good quality	2 40	2 20
EARLY ASTONISHER, new, early, productive, creamy white, valuable, fine quality	2 85	2 50
EARLY MICHIGAN, early, long, excellent, for garden or field	2 75	2 50
EARLY FORTUNE, light pink, long smooth, productive, excellent	2 80	2 40
EARLY HARVEST, roundish, long, white, fair yielder, of excellent quality	2 65	2 40
EARLY MARKET, especially recommended for early marketing, extra early	3 00	2 00
EARLY SIX WEEKS, extra early, light pink, resembling Early Ohio, fine quality	3 25	2 25
EARLY NORTHER, of Rose class, early and a good table sort	2 90	2 40
EARLY ROSE, old, yet always reliable, stock limited and hard to get, always good	2 90	2 40
EARLY PURITAN early, white, good yielder, of excellent quality	3 00	2 50
EARLY WHITE VICTOR very early, roundish, smooth, white, good. Try it	4 00	3 50
EMPIRE STATE, a seedling from White Elephant, yield and quality good	2 50	2 25
ENDURANCE, late, new seedling, smooth, white, productive, very hardy, excellent	2 50	2 25
ENORMOUS, new, very productive, large, white, late	2 50	2 25
ENQUIRER, new, mid season, pink, handsome, heavy yielder, good. Try it.	3 00	2 75
EUREKA, extra early, round, white, good and keeps well	4 00	3 50
GOOD NEWS, new, early, light pink, handsome very productive, fine quality	3 00	2 50
GREEN MOUNTAIN IMPROVED, a free yielder, good quality and appearance	2 40	2 20
GREAT DIVIDE, long, white, heavy yielder, good for late spring use	2 00	1 80
HARMONY, mid-season, large, oblong, pink, productive, good	2 60	2 40
HONEYE, mid-season, large, smooth, handsome, fine quality, big crop on light land	2 75	2 50
HUSTLER, extra early, large, white, productive, keeps well, first quality	4 00	3 75
IONIA SEEDLING, new, mid-season, short, round, white, heavy yielder good	2 50	2 25
IRISH COBBLER, extra early, large, productive, good yielder, fine quality, try it	3 60	3 25
ISLE OF JERSEY, new, mid-season, smooth, white, very productive, excellent	2 25	1 75
JUMBO, an immense yielder, of fine appearance, smooth, white, large, round	2 50	2 25
KING OF THE EARLIES, extra early, large, long, light pink, fine quality, good keeper	3 00	2 00
KING OF THE ROSES, early, very productive, handsome, quality good	3 00	2 50
LONGFELLOW, the heaviest cropper, long, smooth, glossy, white, handsome	3 50	3 00
MAGGIE MURPHY, mid-season, large, pink, good for light soil	2 75	2 60
MAMMOTH PEARL, a very heavy yielder of the Peerless class, good quality, long keeper	2 50	2 25
MANISTEE IMPROVED, new seedling, early, pink skin, white flesh, very productive	3 00	2 75
MILLION DOLLAR, mid-season, resembles Carman, sets heavier, yields more	2 25	1 75
MILLS PRIZE, very large, white and productive, good for main crop	2 50	2 25
MOUNTROSE, new, early, vigorous, productive, excellent quality	3 50	3 00
NEW QUEEN, early, very handsome and yields well, fine quality, like Hebron	2 75	2 50
NEW SCOTCH ROSE, mid season, large, bright pink, good	2 75	2 50
NORCROSS, new, mid-season, large, white, heavy yielder like Green Mountain, good	2 50	2 25
NORKING, long, white, smooth, handsome productive, good	2 50	2 25
NOROTON BEAUTY, new seedling, extra early, very productive, fine quality, keeps well late	3 50	3 15
OHIO JUNIOR, extra early, a new seedling, one of the best for early market	3 00	2 25
OHIO, extra early, good for the market garden, excellent quality	2 90	2 00
O. K. MAMMOTH PROLIFIC, an enormous yielder, resembles Peerless	2 50	2 25
PAT MURPHY'S CHOICE, large, long white, heavy yielder, good keeper	3 25	2 75
PEERLESS JUNIOR, noted as a heavy cropper, good keeper, good quality	2 00	1 50
POTENTATE, very early, handsome, smooth, round, white	3 25	3 00
PRIDE OF THE EAST, new, big yielder, fine appearance, smooth, white, large, roundish	2 60	2 40
PROSPERITY, mid-season, very large, white, smooth, handsome	2 10	1 60
QUAKER CITY, new, handsome, white, vigorous, productive, good for home use	2 50	2 25
QUEEN OF THE ROSES, early, a heavy yielder, of excellent quality, handsome	3 00	2 50
QUICK CROP, new, early, vigorous, rapid grower, excellent quality	2 65	2 40
REEVES' ROSE, a vigorous grower, fine appearance, quality good, always sure	2 75	2 40

The outside columns for small potatoes, about the size of hen's eggs saves rotting on cut sides. Especially adapted to plant where fertilizer is used.

The supply of Early Potatoes is not equal to the demand and orders should come at once to secure a good stock. Prices are likely to be higher at planting time.